

The Forum

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Twins fans can add tickets to shopping list

By Rob Beer
STAFF WRITER

Besides picking up a new baseball glove or bat, customers at a Fargo retail store can add Minnesota Twins tickets to their shopping carts.

The Twins have added ticket machines to four Target stores in the Midwest, including the store at 402 13th Ave. S.

By using "That's the Ticket," customers can purchase the best available seats for any home game by using Visa, MasterCard or American Express credit cards.

The Twins installed the machine in the Fargo store last week. Store manager Jeff Fisher said Target is the first upscale retail store to carry the machines. The machine at Target is located between the camera and sporting goods departments.

By using the automatic teller-like machine, customers can order and receive the tickets in minutes.

"It's real easy to use," Fisher said. "It's all fingertip operation."

There's a 15 percent surcharge, with a maximum fee of \$15 per order. Purchasing Twins tickets by phone includes a \$1.50 charge for the first eight tickets, plus a \$1.75 postage

and handling fee; that's a maximum of \$13.75.

"That's the Ticket" machines have a full-color screen and play highlights from the Twins' championship seasons of 1987 and 1991, plus current highlights and trivia. The machine also has a schedule of upcoming games.

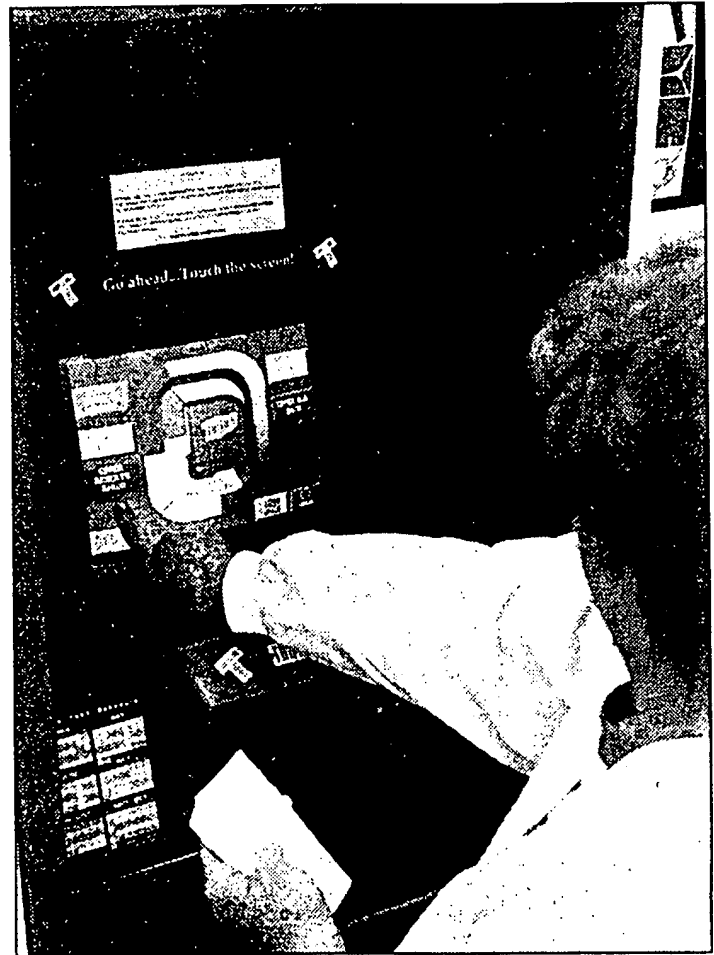
Even Kirby Puckett makes an on-screen appearance to pitch the machine's convenience.

"It's interactive," Fisher said. "It attracts you as you're walking by."

After the credit card is inserted, the machine asks patrons where they would like to sit. By pressing the third-base line, for example, a picture appears showing what kind of view the fan would have from those seats.

Customers don't have to bat the cycle, however. They can cancel at any time until they actually purchase the tickets.

Last year the Twins installed machines in three Twin Cities Rainbow Foods locations on a trial basis and were pleased with the response. The Twins now have over 30 machines in Rainbow Foods stores and in other locations. Target stores in Duluth, Minn.; St. Cloud, Minn.; and Sioux Falls, S.D. also have the machines.



DAVE WALLIS/THE FORUM

Bonnie Daniels of Oakes, N.D., buys a pair of Twins tickets using the "That's the Ticket" machine at the Target store in Fargo on Monday.

EXHIBIT

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